IN THE CLAIMS:

Please amend the Claims so as to read as follows:

1. (Amended) A source driver for supplying a plurality of gray scale voltages for driving each of a plurality of liquid crystal pixels required to be AC-driven, respectively, such that each said pixel displays a target gray scale level corresponding to a ~~depending on~~ data signal~~s to pixels required to be AC-driven~~ supplied thereto, said source driver comprising:

a resistance-type voltage division circuit for generating said plurality of gray scale voltages;

wherein positive-side (high level) voltage resistance division ratios and negative side (low level) voltage resistance division ratios of the resistance-type voltage division circuit are set so as to be asymmetrical with one another depending on level shift characteristics respectively associated with each said target gray scale level.

2. (Amended) A source driver for supplying a plurality of gray scale voltages for driving each of a plurality of liquid crystal pixels required to be AC-driven, respectively, such that each said pixel displays a target gray scale level depending on a data signals ~~to pixels required to be AC-driven~~ supplied thereto, said source driver comprising:

a resistance-type voltage division circuit for generating said plurality of gray scale voltages;

wherein resistance division ratios of the resistance-type voltage division circuit are ~~optimized depending upon~~ set to conform to the target gray scale display characteristics associated with said target gray scale levels.

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3. (Amended) ~~A source driver for supplying gray scale voltages depending on data signals to pixels required to be AC-driven, comprising:~~

~~the~~ The source line driver of claim 1~~; and~~ further comprising:

a gray scale reference generation circuit,

wherein ~~the~~ said source driver is provided with a plurality of input terminals, to which ~~a~~ plurality of input terminals are supplied gray scale reference voltages each having a different voltage level, and positive-side and negative-side gray scale voltages are generated based on the plurality of reference voltages.

4. (Amended) ~~A source driver for supplying gray scale voltages depending on data signals to pixels required to be AC-driven, comprising:~~

~~the~~ The source line driver of claim 2; ~~and~~ further comprising:

a gray scale reference generation circuit,

wherein the source driver is provided with a plurality of input terminals, to which ~~a~~ plurality of input terminals are supplied gray scale reference voltages each having a different voltage level, and positive-side and negative-side gray scale voltages are generated based on the plurality of reference voltages.

5. (Amended) ~~A source driver for supplying gray scale voltages depending on data signals to pixels required to be AC-driven, comprising:~~

~~the~~ The source driver of claim 1, further comprising:

~~wherein the source driver is provided with~~ two input terminals, to one of which input terminals is supplied a positive-side highest-level reference voltage and to the other of which input terminals is provided a negative-side lowest-level reference voltage, and positive-side and negative-side gray scale voltages are generated based on ~~the~~ said highest-level reference voltage and ~~the~~ said lowest-level reference voltage.

6. (Amended) ~~A source driver for supplying gray scale voltages depending on data signals to pixels required to be AC driven, comprising:~~

~~the~~ The source driver of claim 2, further comprising:

~~wherein the source driver is provided with~~ two input terminals, to one of which input terminals is supplied a positive-side highest-level reference voltage and to the other of which input terminals is provided a negative-side lowest-level reference voltage, and positive-side and negative-side gray scale voltages are generated based on ~~the~~ said highest-level reference voltage and ~~the~~ said lowest-level reference voltage.

7. (As originally filed) An active-matrix liquid crystal display device comprising:

a plurality of pixels disposed in a matrix;

a plurality of data signal lines disposed corresponding to columns of the pixels;

a plurality of scanning signal lines disposed corresponding to rows of the pixels;

switching devices at the individual pixels; and

the source line drive circuit of claim 3 for driving the data signal lines.

8. (As originally filed) An active-matrix liquid crystal display device comprising:
a plurality of pixels disposed in a matrix;
a plurality of data signal lines disposed corresponding to columns of the pixels;
a plurality of scanning signal lines disposed corresponding to rows of the pixels;
switching devices at the individual pixels; and
the source line drive circuit of claim 4 for driving the data signal lines.

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9. (New Claim) A source driver for supplying a plurality of gray scale voltages for driving each of a plurality of liquid crystal pixels required to be AC-driven, respectively, such that each said pixel displays a target gray scale level depending on a data signal supplied thereto, said source driver comprising:
a resistance-type voltage division circuit for generating said plurality of gray scale voltages;
wherein resistance division ratios of the resistance-type voltage division circuit are set to conform to the target level shift characteristics and γ characteristics of said target gray scale levels.

10. (New Claim) The source line driver of claim 9; further comprising:

a gray scale reference generation circuit,

wherein the source driver is provided with a plurality of input terminals, to which plurality of input terminals are supplied gray scale reference voltages each having a different voltage level, and positive-side and negative-side gray scale voltages are generated based on the plurality of reference voltages.

11. (New Claim) The source driver of claim 9, further comprising:

two input terminals, to one of which input terminals is supplied a positive-side highest-level reference voltage and to the other of which input terminals is provided a negative-side lowest-level reference voltage, and positive-side and negative-side gray scale voltages are generated based on said highest-level reference voltage and said lowest-level reference voltage.